

DebraBresnan.com

All the write stuff

- Bios • Case Studies • Copywriting • Direct Mail • Features •
- Marketing & Promotional Materials • Newsletters • Web Content •

Invoice

UCEDA, Inc.

Writing, editing, research, consultation

Social Media – Research, schedule, publish 46 posts

2 meetings with Suzanne

Review 2019 marketing plans

UFB & UFF website review & revision – ongoing

*Interviewing Organic Nectars, SHS Tech Program for
website profiles*

End of year eblast to MailChimp list

Focus Media: One-pager on Ulster County

(33 hrs. @ \$70/hr. = \$2,310.00)

Payment Due Upon Receipt:

\$2,310.00

For work completed

November 27 – December 27, 2018

Invoice #0619

Submitted 12.27.18

Please make check payable to:

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PHOTO: Festive shot of all of you and/or a beautiful winter/holiday scene—maybe a photo by John Fischer from his new book, with photographer’s credit?

Happy Holidays from all of us at the Ulster County Office of Economic Development!

We hope you’ll enjoy the beauty and bounty of Ulster County—the *best* place to live, work and play—as you gather to celebrate with family and friends.

27 Reasons to Celebrate

On December 18, Governor Cuomo announced Ulster County was awarded nearly \$13M in CFA funding for 27 exciting projects throughout the County! Winners include Bread Alone Bakery and Pika’s Farm Table in Lake Katrine; Ametek/Rotron in Woodstock; the Hudson River Maritime Museum, Hutton Brickyard, Stockade Works/The Metro/RUPCO, Inc., Fala Technologies, Inc., Center for Creative Education and the City of Kingston in Kingston; GoPal Farm, Mohonk Preserve, Wildberry Lodge and Huguenot Historical Society in New Paltz; Caraway Tea Company in Highland; Arrowood Farms in Accord; Open Space Institute/Minnewaska State Park Preserve in Gardiner; the Towns of Esopus, Marlborough and Wawarsing; and the Villages of Ellenville and New Paltz. Go to Page 101 of the [full report](#) for more details about these wonderful Ulster County projects.

Here are a few of the innovative ideas and successes that made 2018 a fabulous year for Ulster County’s businesses and non-profits:

Lights, Camera, Action!

PHOTO OF FILM SHOOT OR FILM STUDIO/MOVIE LOGO

Filmmaking was one of our most robust industries, with at least \$26 million in direct regional spending last year, thanks to the highly competitive NYS Film Tax credits (up to 45%). Heavy-hitters like Jim Jarmusch (*The Dead Don’t Die*), Hallmark Movies and Marvel Studios (*Avengers Endgame*) all brought excitement and business to our towns—and this season’s *Welcome to Marwen* (starring Steve Carell) was inspired by a documentary produced here about a local resident. Want in on the action? Register your business services [here](#).

Manufacturing Mojo

STILL FROM NICHE MANUFACTURING VIDEO OR ONE OF THE BUSINESSES MENTIONED BELOW

Lite Brite Neon set up shop in Kingston, joining nearly 90 other arts-related manufacturing businesses reviving prime warehousing spaces in the Midtown Arts District. Fruition Chocolates in Shokan captured several International Chocolate

Awards at the 2018 World Finals in Italy, and Organic Nectars made VegNews' Top Ten List. Bread Alone opened a new, solar-powered Lake Katrine location. Need a prototype? The 3D Printing Center at SUNY New Paltz can make it! Ulster County is the perfect fit for your niche manufacturing business too—have a look.

Tech-Savvy, Ulster Style

PHOTO OF VFT OR TECH UP FOR WOMEN OR STILL FROM TECHPRENEURS VIDEO

VFT Solutions, an Ellenville-based start-up cyber-security company with clients in the multi-billion dollar entertainment, sports and broadcast industries, was named one of the 15 “Most Fundable Companies” by Pepperdine Graziadio Business School. Entrepreneurs from Grand Central Tech (The Company) escaped Manhattan for the summer to set up shop at The Senate Garage, and we exhibited at Tech Up For Women in NYC. If you have a great idea and are looking for a home for your tech business, here's how we can help.

Let's Work Together in 2019

If you need assistance growing your business, we are here to help. We can assist with finding a location, staffing needs, funding incentives and loans, grant applications, networking and introductions, and more. Please give us a call at (845) 340-3556 or send an email to oed@co.ulster.ny.us today.

We look forward to working with you in 2019.

Happy New Year!

County Executive Mike Hein
Suzanne Holt
Evelyn Heinbach
Bernadette Andreassen
Kayleen Scali
(Use handwritten signatures if easy to do)

10 posts. Additional hashtags will be inserted prior to posting.

REGIONAL PROMOTIONS: FROM COUNTY EXECUTIVE

Posted Wednesday Nov 28 at 6:12 pm

A progress report from Ulster County Executive Mike Hein -- there's so much excitement about all the good things happening here! #UlsterForBusiness

Office of the Ulster County Executive

5 hrs ·

So much progress is being made on the Ulster & Delaware Corridor! County Exec Mike Hein provides a brief progress report in this video news update.

#UlsterCountyTrails #HudsonValley #RailsAndTrails

For more information please visit ulstercountyny.gov/planning/ud-corridor

INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE, SMALL BUSINESS

Posted Wednesday, Nov 28 at 10:30 a.m.

With 2 photos

Visiting Ram's Valley at Cornell Creative in Kingston. I wish I could share the delicious smells on Facebook. The Sorrell Drink tastes like flowers. So amazing! #UlsterForBusiness #tasteny <http://cornellcreativeny.com/rams-valley/>

SMALL BUSINESS: ELLENVILLE

Posted Friday, Nov 30 at 2:30 p.m. with photo

Enjoying a fabulous lunch at Gaby's in Ellenville! #UlsterForBusiness #EllenvilleNY #findellenville

INDUSTRY SECTORS: MANUFACTURING AND TECH = TRAINING PROGRAM

Posted Monday, Dec 3 at 5:45 p.m. with 17 photos

Saugerties High School's Tech Department invited local manufacturing businesses (LoDolce, Elna Magnetics, Markertek and others) to learn about the school's technical training program. County Executive Mike Hein's Senior Economic Developer Evelyn Heinbach was on hand to provide assistance as well. Does your local business need talented applicants? Give us a call at (845) 340-3556 and we can help connect you with qualified job seekers. #UlsterForBusiness #saugerties_high #Markertek #SaugertiesChamberofCommerce

INDUSTRY SECTOR: TECH + SMALL BUSINESS + NETWORKING EVENT

Posted Monday Dec 3 with 13 photos

The Hudson Valley Women in Business and Hudson Valley Tech Meet-up co-hosted a jam-packed event at the Senate Garage. Ashley Knox (Go Beyond Greatness, Inc.), Stephanie Diamond (Listings Project) and Megan Lee Offner (New York

Heartwoods) were dynamic speakers! If you haven't attended #hvtech Meet-ups and #HVWiB gatherings, you are missing out. #UlsterForBusiness #SenateGarage

INDUSTRY SECTOR: MANUFACTURING

Posted Tuesday, Dec 11 at noon

<https://fuzehub.com/wp-content/uploads/2018/11/FuzeHub-Empire-State-Manufacturing-and-Innovation-Issue-1.pdf>

Check out FuzeHub's first issue, which offers insights and resources to help NYS manufacturers grow their businesses. If you are applying for grants or assistance or have questions about locating your manufacturing firm in Ulster County, give us a call at (845) 340-3556. We're here to help! #UlsterForBusiness #Fuzehub

BUSINESS SKILL SETS: FUNDING FOR MANUFACTURING R&D

Posted Monday, Dec 10 at noon

<https://remadeinstitute.org/project-call-documentation/>

Are you looking for funding for early stage R&D to create technologies that reduce energy/carbon emissions? Need help with your application? Call us at (845) 340-3556. #UlsterForBusiness #REMADEInstitute

REGIONAL PROMOTION: COFFEE IN WOODSTOCK AND KINGSTON

Posted Sunday, Dec 9 at noon

<https://hudsonvalleyhipster.com/coffee/>

At least two fabulous Ulster County coffee shops—Outdated and Brew and Bike—are HV hip. The latter, a small coffee roaster looking to grow, donates a portion of sales to improve economic capabilities in Central American communities.

<https://www.brewandbikeeco.com/> #UlsterForBusiness #tasteny

NATIONAL MEDIA: O+ FESTIVAL

Posted Saturday, Dec 8 at noon

<https://www.yesmagazine.org/peace-justice/the-unique-arts-festival-where-performers-play-for-their-health-care-20181123>

O+ Festival exchanges the art of medicine for the medicine of art. This profile reveals their plans to create a replicable model to build local economies while making healthier communities, supporting artists and bolstering local venues and businesses. #UlsterForBusiness #opositivefest

BUSINESS SKILL SETS: REGIONAL CONFERENCE/GRANTS WRITING

Posted Tuesday, Dec 4 at 11 a.m.

Want to be a better grant writer? Register now for this January 9 conference. You'll learn real-world strategies for raising funds from regional experts like Office of

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Economic Development Director Suzanne Holt. And the first 20 attendees from Ulster County to register can qualify for FREE admission. #UlsterForBusiness #HVEDC #CFHVny #ChoiceWordsPR <http://choicewordspr.com/conference/>

16 posts. Additional hashtags will be inserted prior to posting.

REGIONAL EVENTS THIS WEEKEND: KINGSTON

Posted Thurs, Dec 13 at 1 pm

<https://www.eventbrite.com/e/and-north-winter-walk-tickets-53218480909>

Reserve your tickets now for Saturday's festive And North Winter Walk and a sumptuous Holiday Feast. Tour 20 shops and restaurants in historic Kingston, do some holiday shopping and savor the season! #UlsterForBusiness #_AndNorth_ #ChurchDesArt #hasbrouckhouse #theforsyth85

<https://www.facebook.com/events/1997232756990683/>

Posted Fri, Dec 14 at 1 pm

Pick up your copy of the new book, *The Life & Death of the Kingston Post Office*, at Keegan Ales on Sunday afternoon! #UlsterForBusiness #KeeganAles

INDUSTRY SPOTLIGHT: FILMMAKING

Shared a post from HVFC on Friday, Dec 7 at 6:46 p.m.

<https://www.hudsonvalleyfilmcommission.org/newsinfo/https://www.hudsonvalleyfilmcommission.org/2018127>

In 2018, the Hudson Valley Film Commission worked with over sixty productions but none were bigger or more top-secret than "Mary Lou," which it turns out was a fake title for AVENGERS ENDGAME. <more>

SPOTLIGHT ON LOCAL BUSINESS: SAUGERTIES

Post with 3 photos from Evelyn

Posted Wed, Dec 12 at 2:20 pm

We visited Albany Medical EmUrgentCare in Saugerties last week. This state-of-the-art facility was able to open with help from the Ulster County Industrial Development Agency. <https://www.amc.edu/emurgentcare/saugerties.cfm> #UlsterForBusiness #SaugertiesScene #SaugertiesChamberofCommerce

SPOTLIGHT ON LOCAL BUSINESS: SAUGERTIES

Posted Thurs, Dec 13 at 2 pm

<https://hudsonvalleyone.com/2018/12/05/saugerties-lineman-school-welcomes-first-class/>

The Lineman's Institute of the Northeast offers a 15-week training program and the school's first graduates all received job offers (salaries start at \$75K/year). #UlsterForBusiness #SaugertiesChamberofCommerce #SaugertiesScene

SPOTLIGHT ON LOCAL BUSINESS: HIGHLAND

Post with 2 photos from Evelyn

Posted Thurs, Dec 13 at noon

Rocking Horse Ranch is among the Top 10 Family Resorts in the world—and it's right here in Ulster County. Book your staycation now!

<https://www.rockinghorseranch.com> #UlsterForBusiness #RHRanch

INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE, AGRICULTURE

Posted Fri, Dec 14 at noon

<https://vimeo.com/296019941/fc5b52486b>

Jon Bowermaster's 15-minute documentary reveals how the Hudson Valley Farm Hub and its 11 local partners are revitalizing our local grains economy. Call (845) 340-3556 if you are a grower, distiller or food/beverage manufacturer and need assistance. #UlsterForBusiness #tasteny #oceans8films #jonbowermaster #HVFarmHub #breadalone #KeeganAles #CCEUlster

SPOTLIGHT ON LOCAL BUSINESS/ARTS: LAKE KATRINE

Post with photos from Tim

Posted Wed, Dec 12 at 2:30 pm

Life in Ulster County doesn't get any better than when the Soweto Gospel Choir—who just received a 2019 #GrammyNominations for #BestWorldMusic—stops by to say hi to their friend Nels Leader at #breadalone and sing a few songs!

#UlsterForBusiness #Sowetogospel #SowetoUSTour

NATIONAL MEDIA/AIR BNB: TRENDING DESTINATION

Posted Fri, Dec 14 at 2 pm

<https://press.airbnb.com/airbnb-reveals-the-19-destinations-to-visit-in-2019/>

The Catskill Mountains and Hudson Valley are trending for 2019—of course! Ready to expand/relocate your business here? Call us at (845) 340-3556: We're happy to show you locations and make introductions. #UlsterForBusiness #Airbnb

NATIONAL MEDIA/HOUSE BEAUTIFUL: WOODSTOCK

Posted Sat, Dec 15 at noon

<https://www.housebeautiful.com/lifestyle/a24484927/novogratz-hotel-dylan/>

The Hotel Dylan's owners gave husband and wife design duo Robert and Cortney Novogratz free rein to transform the Woodstock hotel into a bohemian luxe oasis. This fabulous Ulster County location is also close to Belleayre—and the ski season is

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starting out great this year! #UlsterForBusiness #HouseBeautiful #HotelDylan
#WcocaNy #SkiBelleayre

INDUSTRY SECTOR: MANUFACTURING

Post with 3 photos

Posted Mon, Dec 17 at 1 pm

Keep SUNY New Paltz's 3D printing lab in mind when your business needs to prototype parts. The variety of parts and other objects they've made is impressive—basically they can make anything—and it's affordable and quick!

#UlsterForBusiness #NewPaltz3D #3DPrinting #newpaltz #newpaltzchamber
#HVmanufacturing

SPOTLIGHT ON LOCAL BUSINESS: WAWARSING

Post with 1 photo

Posted Sun, Dec 16 at noon

We absolutely cannot wait to visit Yoga Vida's new retreat on the old Lundy Estate in Wawarsing. There'll be yoga, vegetables grown in the new on-site greenhouse, and much more. It is going to be decadent, spectacular and relaxing!

#UlsterForBusiness

NATIONAL SMALL BUSINESS AWARDS

Posted Tues, Dec 18 at 1 pm

<https://www.sba.gov/national-small-business-week/national-small-business-week-awards>

January 9th is the deadline to nominate a small business—maybe even your own—for the 2019 National Small Business Week Awards. Got an amazing story to tell? Now's the time! #UlsterForBusiness #SBAGov #SmallBusinessWeek

SPOTLIGHT ON LOCAL RENOVATION BIDS

Posted Tues, Dec 18 at noon

https://www.dailyfreeman.com/news/local-news/second-phase-of-kingston-high-school-renovation-could-begin-in/article_f99eac34-f727-11e8-9626-0bb1372b1f0f.html

Bids for the second phase of the \$137.5 million Kingston High School renovation project will be accepted starting in January. Work is slated to begin in summer 2019. #UlsterForBusiness #DailyFreeman

INDUSTRY SECTOR: MANUFACTURING, CRAFT FOOD & BEVERAGE

Posted Monday, Dec 17 at noon

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<https://medium.com/s/story/what-i-learned-from-making-hot-sauce-at-scale-2cbb8ec709ba>

Thinking about growing your food/beverage manufacturing business? Call us at (845) 340-3556. We can help with locations, funding and making the right connections! #UlsterForBusiness #tasteny

INDUSTRY SECTOR: TECHNOLOGY, MANUFACTURING

Posted Monday, Dec 10 at 10:48 a.m.

<https://fuzehub.com/webinar-electronicsb2b/energy-systems/>

Want to reduce dependence on fossil fuels through innovation? Many NYS and European companies, as well as economic development organizations, are leading the way via trans-Atlantic advanced electronics B2B connections. If you are interested, there is a webinar. #UlsterForBusiness #Fuzehub

8 posts. Additional hashtags will be inserted prior to posting.

NOTE: I WILL COMPILE ANOTHER LISTING FOR ALL THE PHOTOS AND VISITS FROM EVELYN AND SEND TO YOU NEXT WEEK

INDUSTRY SECTOR: SMALL BUSINESS, WOODSTOCK
Posted Thursday, Dec 20 at noon

<https://hudsonvalleyone.com/2018/12/13/a-nosh-from-the-north/>

The Mud Club in Woodstock serves up sustainably sourced coffee drinks, teas, kombucha, baked goods prepared onsite including Montreal-style bagels, sandwiches and more—and their wine bar next door will open in January. #UlsterForBusiness #WcocaNy

INDUSTRY SECTOR / BUSINESS SKILL SETS: INVESTING IN CREATIVE ECONOMY
Posted Wednesday, Dec 26 at noon

<https://www.rockpa.org/hiding-in-plain-sight-impact-investing-in-the-creative-economy/>

A new report, *Hiding in Plain Sight: Impact Investing in the Creative Economy*, covers 100 investors in five primary categories: Places, ethical fashion, social impact media, sustainable food and other creative businesses. #UpstartCoLab #UlsterForBusiness #tasteny #RockPhilanth

NATIONAL MEDIA: MOVING TO ULSTER COUNTY
Posted Friday, Dec 21 at noon

<https://www.nytimes.com/2018/12/14/realestate/forget-the-suburbs-its-country-or-bust.html>

Yes, it IS wonderful to live and work here in Ulster County! Get the inside scoop on life-work balance and settling into the local scene. #UlsterForBusiness #LiteBriteNeon #roughdraftbar

SMALL BUSINESS: MARLBORO
Posted Saturday, Dec 22 at noon

Post with photo of Tony Falco

Thanks to the passion of owner/drummer Tony Falco and the hard work of general manager James Cundiff, The Falcon in Marlboro is an intimate, world-class arts and

music venue. They have a full menu and bar, too. [#UlsterForBusiness](https://www.liveatthefalcon.com/#UlsterForBusiness) #Falcon845

INDUSTRY SECTOR: FILMMAKING

Posted Friday, Dec 19 at noon

https://www.youtube.com/watch?v=U31HS_pX8AM&feature=youtu.be&fbclid=IwAR1XcQhCf6ZyxSY-mY5qZJZ2NeAJBcfadzkh5Mf2Dx50IFLZ3X_nOZPzBc

Mary Stuart Masterson's vision for a new kind of film economy is taking shape at Stockade Works in Kingston. #UlsterForFilm #StockadeWorks #UPWIFT #UpstartCoLab #NYSFILM #WCW

BUSINESS SERVICES: TRAINING, JOBS

Posted Sunday, Dec 23 at noon

https://www.dailyfreeman.com/lifestyle/youth-on-the-go-saugerties-high-technology-students-meet-with/article_eed399ce-faae-11e8-ae3b-ef691b524774.html

Jobs in technology and science are in high demand, and the Saugerties High School Technology Department is training local students to fill positions with manufacturers and technology companies. #UlsterForBusiness #SaugertiesScene #SaugertiesChamberofCommerce #saugerties_high #Markertek

REGIONAL NEWS: SOLAR PROJECT IN TOWN OF ULSTER

Posted Tuesday, Dec 25 at noon

https://www.dailyfreeman.com/news/local-news/ulster-town-officials-approve-cypress-creek-solar-project/article_3ff5461a-fc2e-11e8-bed4-731f57d0229e.html

Cypress Creek/Landau Solar has been approved for construction of a 6-megawatt solar electric generating array. It will cost \$4.35 million and create 23 full-time construction jobs. #UlsterForBusiness

INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE, AGRICULTURE

Posted Monday, Dec 24 at noon

<https://www.scientificamerican.com/article/small-farmers-in-mexico-keep-corns-genetic-diversity-alive/>

Family farmers who rely upon traditional practices (like saving or sharing seeds) help to preserve the genetic diversity of crops. If you need assistance for your farming business, call (845) 340-3556 and we can help connect you with vital resources. #UlsterForBusiness #tasteny #HVADC